

## MARKETING PLAN CALENDAR & BUDGET

### YEAR TO DATE TOTAL

BUDGET

SPENT

VARIANCE

Advertising						
Strategy	Tactic	Deployment Month	Target Audience	Amount Budgeted	Amount Spent	Budget Variance
BART ads	Ad placement at Ashby, Berkeley & N. Berkley station.		TBD HS Students, Adult Learners, Minority Students, Non-traditional students, Career Education			
AC Transit Ads	Ad placement on 51A, 18, 6 and 72 bus lines.		TBD HS Students, Adult Learners, Minority Students, and Non-traditional students.			
HIBU	Digital marketing tool to maximize BCC digital footprint	October-18	All audience segments			

### ADVERTISING TOTAL:

Website						
Strategy	Tactic	Deployment Month	Target Audience	Amount Budgeted	Amount Spent	Budget Variance
Website Refresh	Redesign website for user friendliness, information and enroll hub.	June-18	All audience segments			
Website Calendar	Purchase calendar plug-in for functional and easy to use tool to promote campus events and activities.	September-18	All audience Segments			
Electronic Check-In for Events	Web form that will allow students and guests to upload photos, posters and descriptions of campus events.	October-18	All audience segments			

### WEBSITE TOTAL:

Branding						
Strategy	Tactic	Deployment Month	Target Audience	Amount Budgeted	Amount Spent	Budget Variance

<b>Light Poll Banners</b>	Hang banners at strategic locations throughout city of Berkeley.	December-18 All Audience Segments
<b>Develop Style guide</b>	Development of new BCC Style Guide to establish branding standards and guidelines.	July-18 All Audience Segments
<b>Collateral development</b>	Create postcards for Spring enrollment push.	September-18 Minority Students, LGBTQ, Undocumented, and Adult learners focus.
<b>Swag</b>	Order swag for use with outreach,	September-18 All audience segments
<b>Re-Design of New Welcome Banners</b>	Re-design and replace banners in the Auditorium, on 1st and 2nd floors and entrance.	September-18 All audience segments

**BRANDING TOTAL:**

Social Media						
Strategy	Tactic	Deployment Month	Target Audience	Amount Budgeted	Amount Spent	Budget Variance
<b>Develop Student persona for</b>	Develop student persona for directed marketing on Facebook, Twitter and Instagram	September-18				
			All audience segments			
<b>Facebook</b>	Boost post	September-18				
		October-18	All audience segments			
<b>HIBU</b>	Social Media marketing tool for targeted advertising to potential students.		All audience segments			

**SOCIAL MEDIA TOTAL:**

Community Partnership						
Strategy	Tactic	Deployment Month	Target Audience	Amount Budgeted	Amount Spent	Budget Variance

**California Promise**

Align with City of Oakland, Berkeley and Richmond Promise programs to offer students as much as possible for toward tuition cost.

December-18 Minority Students, LGBTQ, Undocumented, and Adult learners focus.

TBD

**BCC Gala**

September-18

**Inroads to Business Community**

**SOCIAL MEDIA TOTAL:**